

WASATCH COUNTY TOURISM PROFILE

County Indicator	2008	2009	2010	% Change 2009-2010	State Ranking
DEMOGRAPHIC					
Population	22,120	22,886	23,705	3.6%	13
Total Non-Ag Employment	6,564	5,890	5,840	-0.8%	16
Non-Ag Avg Monthly Wage	\$2,551	\$2,545	\$2,598	2.1%	15
Per Capita Income	\$30,340	\$28,605	n/a	n/a	n/a
Unemployment Rate*	3.9%	8.1%	8.1%	0.0%	10
SPENDING & EMPLOYMENT					
Spending by Travelers**	\$73,972,894	\$59,993,059	\$90,697,741	51.2%	10
Travel & Tourism Related Employment	1,462	1,157	1,707	47.5%	10
TOURISM TAX REVENUES					
Local Tax Revenues from Traveler Spending**	\$3,927,901	\$3,143,958	\$4,743,555	50.9%	10
Transient Room Tax	\$1,023,120	\$385,049	\$816,634	112.1%	13
Restaurant Tax	\$316,003	\$273,722	\$321,425	17.4%	13
Retail Sales					
Gross Taxable Retail Sales	\$304,953,717	\$262,898,824	\$268,620,213	2.2%	16
REGIONAL VISITATION COUNTS					
Skier Days at Utah Resorts	4,249,190	3,972,984	4,048,153	1.9%	
Wasatch Mountain S.P.	312,173	341,881	359,871	5.3%	
Deer Creek S.P.	260,299	295,993	359,365	21.4%	
Utah Lake S.P.	284,740	336,952	278,664	-17.3%	
Jordanelle S.P. (2 Locations)	296,781	288,369	265,208	-8.0%	
Timpanogos Cave N.M.	123,681	138,569	120,238	-13.2%	
Rockport S.P.	135,937	137,697	132,415	-3.8%	
Starvation S.P.	56,294	64,609	61,539	-4.8%	

* Several Counties have identical Unemployment Rates

** GOPB methodology change for 2010 calculations

r=revised

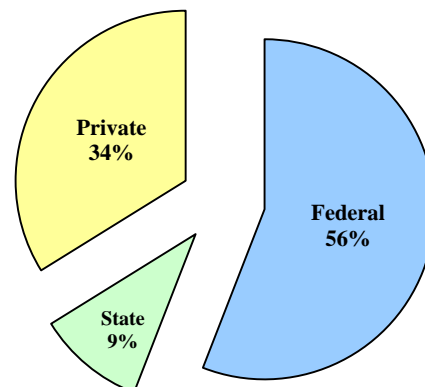
Land Ownership - 2010	No. of Acres	% Total
Total Acres in County	750,565	100.0%
Federal Government	419,798	55.9%
BLM	3,283	0.4%
US Forest Service	416,515	55.5%
National Park Service	--	--
National Wildlife Service	--	--
Other •	--	--
State Government	77,023	10.3%
Utah State Parks & Recreation	22,883	3.0%
Utah State Wildlife Reserves	37,143	4.9%
State Trust Lands	16,997	2.3%
Other ••	--	--
American Indian	2,723	0.4%
Private*	254,064	33.8%

• Includes Military and Bankhead Jones land

•• Includes State Sovereign and UDOT land

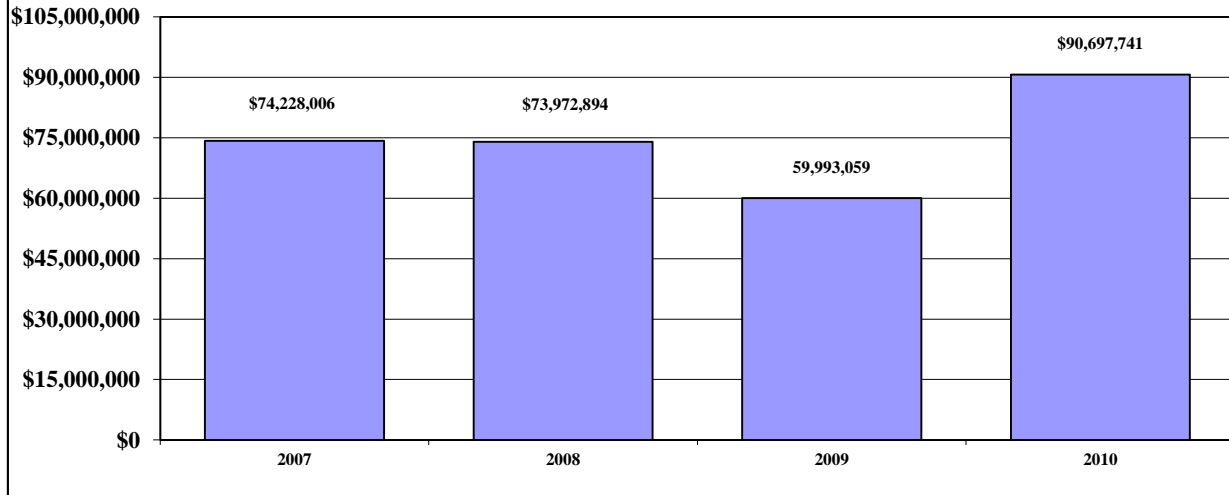
*May include some local government land

Land Ownership - 2010

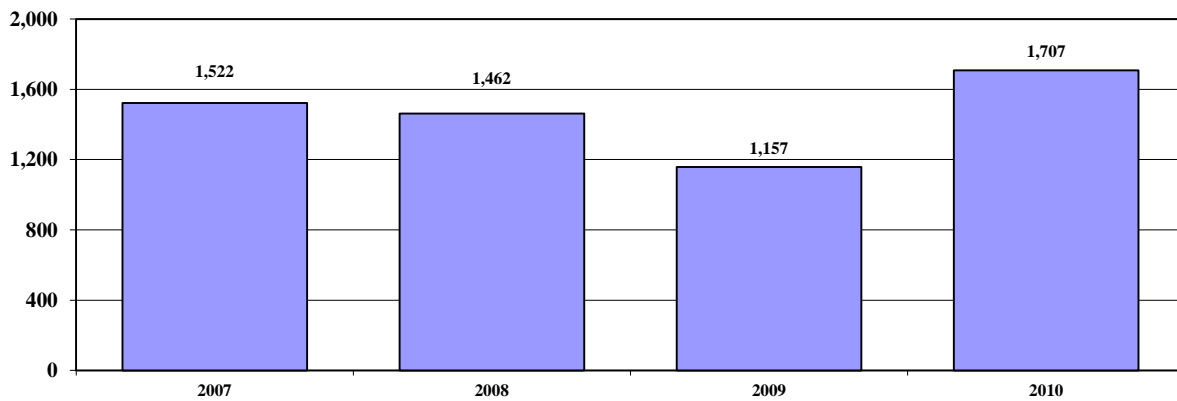


Wasatch County Tourism Profile

Spending by Travelers (current dollars)



Travel & Tourism Related Employment



Transient Room Tax Collections (current dollars)

